Promoting Public Awareness of Pipeline Safety

Washington Citizen's Committee on Pipeline Safety
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Northwest Gas Association

NWGA
NORTHWEST GAS ASSOCIATION

Northwest Gas Association

- Avista Corp.
- Cascade Natural Gas
- Intermountain Gas Co.
- NW Natural
- Puget Sound Energy
- Duke Energy Gas Transmission
- Gas Transmission NW
- Williams Northwest Pipeline
- Other Pipelines
- Natural Gas Supply Areas

Public Awareness Drivers

- Improved Pipeline Safety
- Enhanced Damage Prevention
- Effective Emergency Response
- Emergency Contacts
- Pipeline Safety Improvement Act of 2002 contains public communication provisions

Public Awareness and RP 1162

- RP 1162 is a set of guidelines/best practices for Public Awareness programs

- Developed by pipeline industry with input from:
    - Office of Pipeline Safety
    - National Assn. of Pipeline Safety Representatives
    - Public stakeholders

- OPS intends to incorporate Recommended Practice 1162 in 49 CFR Parts 192 and 195 rulemaking

RP 1162 Principle Objectives

- Make public education and pipeline awareness campaigns along pipeline routes more effective by standardizing frequency and content

- Provide recommended baseline public awareness program and guidance for determining supplemental activities

- Provide guidance for evaluating program effectiveness and continuous improvement

RP 1162 Focuses on:

- Public awareness along existing pipeline routes

- Transmission, local distribution and gathering pipelines

- Framework for communicating integrity management

RP 1162 Does <u>Not</u> Focus On:

- Public input on new pipelines

- Communications following incidents

- Operator history with OPS

- Communication of operator specific data

Assuring commitment

- Industry-wide self-assessment of public education and awareness programs--completed Dec. 17, 2003
  - 15-page questionnaire
- Self-assessment filings provided OPS with overview of status of public education programs and what's needed by operators to align with RP 1162 baseline guidance
- Self-assessment made operators aware of areas for improvement.
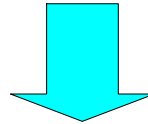- Alignment of public awareness programs expected by Dec. 17, 2004
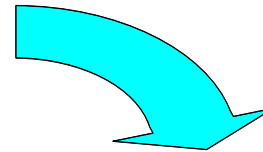
Initial Self Assessment (12/17)

- Companies communicate frequently (through bill inserts, at safety fairs, in school and first-responder training programs, through joint marketing efforts with excavators, etc.) about pipeline safety

- State regulatory requirements for consumer education and pipeline-safety awareness meet or exceed RP 1162 baseline

- RP 1162 allows operators to inventory existing communications programs and identify gaps for improvement

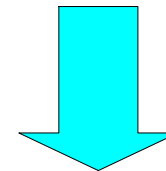# Public Awareness Program Process Guide

**Establish Public Awareness Program
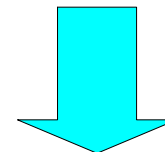Administration with Management Support**

(Steps 1 – 4)

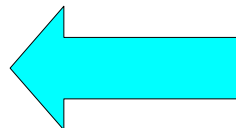**Identify the Stakeholder
Audiences**

(Step 5)

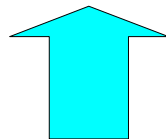**Determine the Messages**

(Step 6)
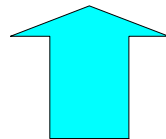
**Establish the
Frequencies**

(Step 7)

**Establish the Delivery
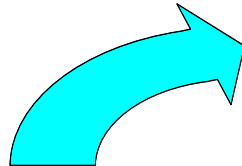Methods**

(Step 8)

**Evaluate the Need for Program
Enhancement (i.e. Supplemental
Activities)**

(Step 9)

**Implement the Program and Track
Progress**

(Steps 9 and 10)

**Evaluate the Program and
Implement Continuous
Improvement**

(Steps 11 and 12)

Key Stakeholder Audiences

- Affected Public
  - Landowners, residents and places of congregation near the pipeline
- Local and state emergency planning and response officials
- Local public officials and "governing councils"
- Excavators
  - companies and municipal departments who perform excavations

Delivery Method and/or Media

- Print materials
- Personal contact
- Electronic communications methods
- Mass media communications
- Specialty advertising materials
- Informational or educational items
- Pipeline marker signs
- One-Call center outreach
- Operator websites

Possible Program Enhancements

- Increased communication frequency
- Supplemental efforts
  - additional messages and/or delivery methods
- Customize supplements based on pipeline or segment characteristics

Some Factors to Consider

- High Consequence Areas
- Land development
- Third party damage incidents
- Pipeline segment history
- Regulatory requirements
- Results from previous public awareness program evaluation

Program Evaluation

- Self Assessment
  - Aligned with regulatory guidelines/requirements
  - Implementation as intended
- Measures to evaluate program effectiveness
  - Track the number of individuals or entities reached within an intended stakeholder audience
  - Assess the understandability of the content of the message
  - Achieve a reduction in third-party excavation damage incidents
- Identify/implement improvements as needed

Summary of Program Evaluation

Table 8-1		
Summary of Baseline Evaluation Program		
The results of the evaluation need to be considered and changes made in the public awareness program plan, implementation, materials, frequency and/or messages accordingly		
Evaluation Approaches	**Evaluation Techniques**	**Recommended Frequency**
Self Assessment of Implementation	Internal review, *or* third party assessment *or* regulatory inspection	Annually
Pre-Test Effectiveness of Materials	Focus groups (in-house or external participants)	Upon design or major redesign of public education materials or messages
Evaluation of effectiveness of program implementation: • Outreach • Level of Knowledge • Changes in behavior • Bottom-line results	Survey: Can access outreach, knowledge and changes in behavior • Operator-designed and conducted survey, *or* • Use of pre-designed survey by third party or industry association, *or* • Trade association conducted survey segmented by operator, state or other relevant separation to allow application of results to each operator Assess notifications and incidents to determine anecdotal changes in behavior: Documented records and industry comparisons of incidents to evaluate bottom-line results.	No more than four years Operator should consider more frequent as a supplement or upon major redesign of program.
Implement changes to the public awareness program as assessment methods above suggest.	Responsible person as designated in written public awareness program	As required by findings of evaluations.

NWGA Role

- Facilitate industry interaction to:
    - Enhance and ensure efficacy
    - Avoid unnecessary/unproductive duplication
    - Leverage resources as appropriate
- Next step
    - Convene regional industry participants
        - Includes liquids pipelines
        - Identify opportunities for effective collaboration

How can we work together?

- Non-printable version of RP1162 can be viewed at:

  - http://committees.api.org/pipeline/standards/index.html